



**a cultural celebration guaranteed to move *u***

**Saturday & Sunday, September 13-14, 2008**

## **Why Numa?**

Numa is named after Numa Pompilius, the second king of Rome. Numa is credited for dividing the calendar year into a 12-month calendar year, making September the 9<sup>th</sup> month.

During his peaceful 43-year reign, Numa took every opportunity to show his people that the studies of arts and peace are preferred to those of war. Numa is celebrated for his natural wisdom and piety. This model of culture, combined with community involvement, became the namesake for the cultural celebration we call "Numa".



King Numa Pompilius

## **How is Numa funded?**

### **SPONSORSHIPS:**

#### **Level I – (1) \$15,000 or (2) \$10,000 exclusive**

- On site advertising / event signage
- Full page advertisement in Numa program
- Promotional materials, including broadcast media ads, exclusive commemorative, collectable banner
- News releases
- Sponsor profiled in DWNA Newsletter
- Westfield website, linked to DWNA, linked to sponsor website (3 way)
- 25 complimentary VIP tent passes, with additional passes available at a discounted price

#### **Level II - \$5,000 or more (3)**

- On site advertising / event signage
- Advertisement in Numa program
- Sponsor recognition in the DWNA newsletter and website (brought to you in part)
- Promotional materials Numa related
- 10 complimentary VIP tent passes, with additional passes available at a discounted price

#### **Level III - \$1,000 or more**

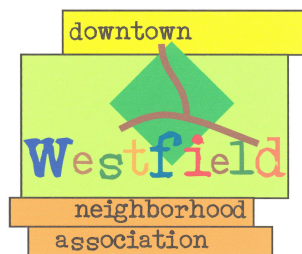
- On site advertising / event signage
- Sponsor recognition in the DWNA newsletter and website
- Additional VIP passes available at a discounted price

#### **Level IV - \$500 or more**

- Underwrite entertainment, promotional product, and general needs, determined by the Numa committee

## **Benefit to underwriters:**

- Direct exposure to a large crowd
- Will allow DWNA to invest more in other community events and programs



## What is DWNA?

- The Downtown Westfield Neighborhood Association (DWNA) is committed to maintaining and enhancing the appearance, function and business climate of the downtown Westfield area ...
- To stimulating interest in and conducting cultural and educational activities in the downtown area for members of the general public ...
- To guiding and promoting development and redevelopment initiatives in the downtown area ...
- To promoting cooperation and joint programs among the members of the association, the City of Westfield, members of the general public and other interested organizations.

## Management, organization liability and alcohol control

- Numa is a subcommittee of the Downtown Westfield Neighborhood Association, often referred to as DWNA.
- There will be a certificate of insurance that will protect the vendors, as well as the general public.
- Alcohol sales will be policed by arm bands in a designated area.
- Public safety professionals will be available through the event.
- Public works will be available for health and safety, including first aid.

## Fiscal control

The DWNA executive committee will serve as the financial committee for Numa and all other fiscal matters.

## Numa mission

To promote and educate members of the general public in the arts and cultural activities within the City of Westfield.

## Event description

Numa is a cultural celebration with an emphasis on the arts. Original works of art will be exhibited throughout the "Gallery Walk" to our musicians on the "Main Street Music" stage, with a VIP tent. There will be a "Groovy Car Show," a "Brew Garden" and "The Vineyard" for a little tasting. "Flavor Court" will be serving finely prepared food, including the nationally renowned chili cook-off. The "Creative Kids" area will provide activities and art opportunities for the young people.

## Quality of Art

- Juried artists meeting a specific criteria
- Original fine art awards, selected by a panel
- Artists award amounts:
  - \$ 1,000 – First Place
  - \$ 500 – Second Place
  - \$ 250 – Third Place

## Community involvement

- Introducing the general public to the downtown area.
- Showcasing our downtown shops and businesses, while providing destination points.
- Connecting people to people through community and culture.

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## Contact information:

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